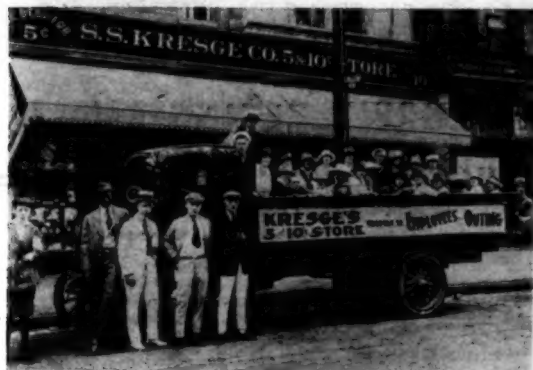




Fundamental: Experimentation

Some ideas were successful, some not. In 1913, the company entered the mail order catalog business with a complete stock of items selling for a dime or less. It was discontinued the same year. On the other hand, a most daring experiment in 1962 proved immensely successful—K mart stores.



Fundamental: Employee activities

Today it might be a birthday breakfast or holiday party. In Norfolk, Virginia in 1917 it was an employee outing departing from East Main Street.



Fundamental: Clean stores, fair prices

Store 7 in Indianapolis was a good example of this credo on its opening day in 1950.



Fundamental: Kresge spirit

It was something, intangible and contagious, that spread as the chain grew. These employees posing for the store opening picture of Kresge 182 in Pittsburgh had plenty of it on that day in May, 1957.

